



ARTS AND CULTURE COMMISSION

Colleen Wilcox, Chair
Jade Bradbury
George Havelka
Penelope O'Neill

Shawn Charnaw, Vice-Chair
Mary Curtis
Jonathan Knowles
David Stonesifer

TOWN OF LOS GATOS ARTS AND CULTURE COMMISSION AGENDA

WEDNESDAY, MARCH 10, 2010, 4:00 P.M.

**Los Gatos Adult Recreation Center
208 East Main Street
Los Gatos, California**

PARTICIPATION IN THE PUBLIC PROCESS

The Town of Los Gatos strongly encourages your active participation in the public process, which is the cornerstone of democracy. If you wish to speak to an item NOT on the agenda, you may do so during the "Verbal Communications" period. The time allocated to speakers may change to better facilitate the Arts and Culture Commission meeting.

The purpose of the Arts and Culture Commission meeting is to conduct the business of the community in an effective and efficient manner. This is done by following meeting guidelines set forth in State law and in the Town Code. Conduct which is considered disruptive during Arts and Culture Commission meetings includes, but is not limited to:

- Addressing the Arts and Culture Commission without first being recognized;
- Interrupting speakers, Arts and Culture Commission members, and Town staff;
- Continuing to speak after the allotted time has expired;
- Failing to relinquish the podium when directed to do so; and
- Repetitiously addressing the same subject.

For the benefit of the community, the Town of Los Gatos asks that you follow the Town's meeting guidelines while attending Arts and Culture Commission meetings and treat everyone with respect and dignity.

Writings related to an item on Arts and Culture Commission meeting agenda distributed to members of the Commission within 72 hours of the meeting are available for public review at the front desk of the Los Gatos Public Library, located at 110 E. Main Street and are also published on the on the official Town of Los Gatos website. Copies of desk items distributed to members of the Commission at the meeting are available for review in the Neighborhood Center at the front desk.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Services Department at (408) 354-6888. Notification 48 hours before the meeting will enable the Town to make reasonable arrangements to ensure accessibility to the meeting. [28 CFR 35, 102-35.104]

1. **ROLL CALL**
2. **APPROVAL OF FEBRUARY 10, 2010 MINUTES** (Attachment 1)
3. **BEST PRACTICES DISCUSSION**
 - 3.1 City of Santa Cruz Arts Program (Attachment 2)
 - 3.2 Commissioner Presentation of Information from Other Cities (Attachment 3)
4. **GENERAL PLAN UPDATE** (Attachment 4)
5. **NETWORKING THE ARTS: Tabled**
6. **OTHER BUSINESS**
 - 6.1 Art in the Council Chambers (Bradbury) – Status Report
 - 6.2 Public Art Committee (Staff) (Attachment 5)
Consider Recommendation Regarding Public Art
 - 6.3 Poet Laureate Committee (Bradbury) - Status Report
7. **COMMUNICATIONS**

Verbal (Three minute time limit per speaker for subjects not agendaized)

Written
8. **ADJOURNMENT**

Attachments

1. February 10, 2010 Minutes
2. Santa Cruz Arts Program
3. Information from Other Cities
4. General Plan Update
5. Recommendation Regarding Public Art

ATTENDANCE: Please contact the Commission Chair or the Community Services Department at (408) 354-6888 if you are unable to attend. The current Town Attendance Resolution states that any commissioner who is absent from four regular meetings held in a twelve month period, shall surrender his or her office on the Commission.



santa cruz
cityarts

Economic
Development and
Redevelopment
Department

FY09 City Arts Annual Report & FY10 City Arts Work Plan

FY09 ANNUAL REPORT - Project Highlights

City Arts' activities during FY09 were focused on a number of initiatives, including:

- Completion of a three-year planning project which culminated in the City Arts Master Plan document.
- Increasing program efficiency and effectiveness as recommended in the Arts Master Plan, including relocating City Arts from Parks & Recreation into Redevelopment & Economic Development.
- Developing successful public/private collaborations, specifically in the creation of SculpTOUR, a rotating outdoor temporary sculpture exhibit on Pacific Avenue.
- Development of the first Northern California Public Art Academy.
- Continued successful implementation of the 2% for public art program.

With less than half-time staffing dedicated towards the City Arts program, partnerships and volunteer efforts continue to be the key to completing the ambitious agenda detailed below. In all of these activities, staff worked cooperatively with Council members, Planning, Parks & Recreation, Water and Public Works. Friends of City Arts active in FY09 included the Santa Cruz Sunrise Rotary Club, Downtown Association, John Hope Lighting, Whitlow Concrete, Seaside Company, Poetry Santa Cruz, Museum of Art and History, First Friday, Lynn Piquett Design, Coyote Construction, UCSC Lifelong Learners, Sun Shops and more than 50 volunteers who contributed enormous amounts of time and energy to City Arts programs this year.

Arts Commission Mission Statement

The Arts Commission serves the City Council as policy advisors and proponents for a vibrant cultural environment in Santa Cruz. The seven-member Commission helps guide implementation of City Arts programs, oversees the Public Art Program pursuant to Chapter 12.80 of the City's Municipal Code, advocates for public art and cultural activities that enhance the identity and enjoyment of our city, and encourages community collaborations that help the city achieve its cultural goals as outlined in the General Plan.

FY09 ANNUAL REPORT - Completed Projects

City Arts Master Plan

At the request of the Arts Commission, the City Council allocated funds in the FY07 budget to create the first-ever City Arts Master Plan, an endeavor that brought together the many artists and arts groups with other stakeholders to create a set of goals, policies and action plans to

help our community reach its full potential as a dynamic and economically thriving arts community and recognize and successfully utilize local arts as a tool for economic development. The Arts Master Plan was approved by City Council at its November 2008 meeting.

Program Administration

In recognition of the strong ties between arts and economic development highlighted throughout the Arts Master Plan, City Arts was transferred from Parks & Recreation to Economic Development & Redevelopment in July 2008. In February 2009 City Council approved merging the Arts Commission and Public Art Committee as recommended in the Arts Master Plan.

Mural Program Integration

Another Arts Master Plan recommendation was to bring the mural and public art program processes into closer alignment to reflect national best practices. In FY09 the mural program integrated two fundamental public art best practices: including local arts professionals in mural selection processes and including design as a key element in the project budget. A mural artist registry, initiated in February 2009 (and still open to application) now contains more than thirty pre-selected artists (living and working within 50 miles of downtown Santa Cruz), in the pool of consideration for upcoming mural projects.

Arts Special Events Marketing

A pilot \$1500 Arts Special Events Marketing Grant was created in FY09, utilizing Redevelopment Agency funding and the Arts Commission as an informal panel, and dispersed to two recipients: First Friday and the River Arts Festival. In light of state and local fiscal priorities there are no plans to continue this program in FY 2010, however, the program was successful and a case study describing grant impacts follows:

First Friday - Scope of Grant (\$1500)

- *Designed logo*
- *Printed 35 signs for participating venues*
- *Printed 50 window stickers for windows*

First Friday - Grant Report (July 2009)

Over the last 12 months First Friday Art Tour has grown in both participation and attendance. We now have on average 35 participating venues, the largest percentage being downtown. The range of attendance has been between 500 and 1200 people per First Friday. The new First Friday logo and marketing materials developed through the Special Events grant are in wide use in print and electronic media and in participating venues.



Banner Program

The City banner program is an important marketing platform for arts and other special events. \$10,000 from the Redevelopment Agency supported purchase and installation of 150 new banner brackets on 75 banner poles throughout the City.

Poet's Park Public Art

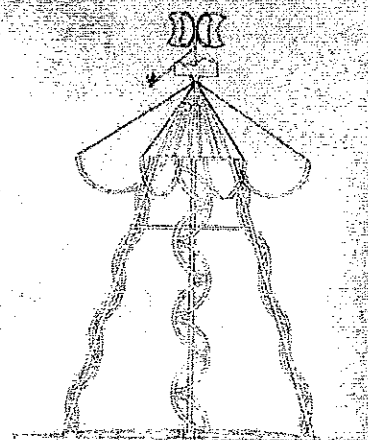
Michael McLaughlin's bronze 'Tree' sculpture was installed July 2009 in Poet's Park. This was the first bilingual public art project undertaken by City Arts, featuring a Spanish/English selection.

panel and translation throughout the process. The four artist-finalists each spent a day in Beach Flats, meeting with residents, City and Community Center staff and learning about the history of the area. Proposals were presented for a neighborhood vote, and over 100 ballots were cast and brought to the selection panel for consideration. The project was funded by Parks & Recreation, with support provided by the Beach Flats Community Center, and managed by City Arts.



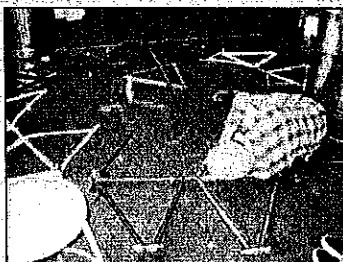
Public Art Funding Mechanism - analysis

In conjunction with drafting a citywide public art administrative procedure, a public art consultant team (Todd Bressi and Meredith McKinley) was hired to review the 2% funding process and consider less staff-intensive alternatives. Their report was completed August 2009, and recommendations are being considered by staff for feasibility.

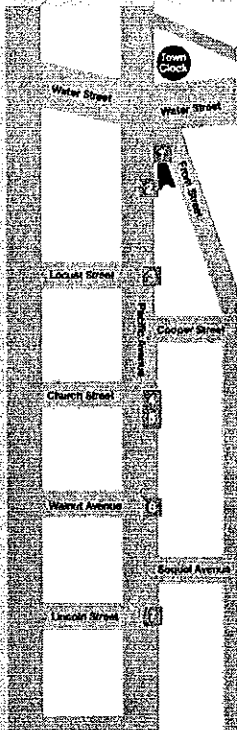


Amgen Public Art Project (UCSC)

Over the past three years City Arts and the UCSC Art Department have partnered on public art projects as diverse as Graphic Traffic boxes and a sculpture at the landfill. In FY09, students in Dee Hibbert-Jones' public art class at UCSC designed and fabricated an artwork for the Amgen Tour of California bicycle race, which examined the aesthetics and mechanics of the bicycle by reassembling parts into a towering kinetic sculpture, flanked by barriers constructed from bicycle tires and powered by students. The students also created a logo, t-shirts, flyers and a web site for this project. City Arts has budgeted \$2000 in discretionary funding in FY10 to fund projects such as this which may present themselves throughout the fiscal year.



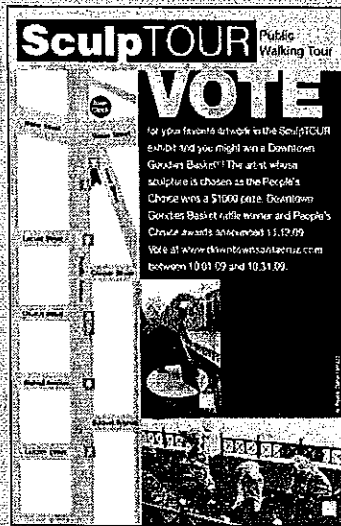
FY10 WORK PLAN - Continuing and Ongoing Projects



SculpTOUR

SculpTOUR is a rotating public art exhibit in downtown Santa Cruz, conceived as a cost-effective way to beautify downtown and reflect the creative culture of Santa Cruz in the streetscape. A partnership between Santa Cruz City Arts, the Sunrise Rotary Club of Santa Cruz County and the Downtown Association (as well as many City departments), the first installation was completed successfully in November 2008 with a minimal budget. The exhibit curators, Kathleen Hilger and Gabriel Harrison (City Arts Commissioners with 20+ years of exhibit planning and curation) volunteered over 200 hours toward selecting sites and artworks. Together they visited artists' studios through Santa Cruz County and persuaded artists to loan works from their inventory to this program. Seven participating artists received a \$250 honorarium per work included in the exhibit. Transportation and installation assistance was donated by Rotary Club members who were licensed contractors. Design and construction of twelve stained concrete bases was donated by Whitlow Concrete, and lighting installation was donated by John Hope Electric. FY09 SculpTOUR expenditures totaled less than \$12,000.

Plans for FY10 include expansion of the exhibit through commissioning site-specific installations as well as a SculpTOUR 'People's Choice' award ceremony which honors the artists who helped to inaugurate this program, on November 12, 2009 at the Museum of Art and History. FY10 SculpTOUR installations will be funded through Refuse and Redevelopment public art funds and the Sunrise Rotary Club. City Arts' vision is that in five years SculpTOUR will be a vibrant and successful outdoor art exhibit expanding from north Pacific to the wharf. This vision stands on the belief that art can pave the way for revitalization of the lower Pacific corridor, and help to integrate beach and downtown cultural tourism. Staff plans to write a grant to the National Endowment for the Arts in March 2010 for program expansion.



Marketing and Outreach

Marketing and outreach activities in FY09 included distribution of 12,500 SculpTOUR rack cards in six months time, ten positive media stories in local papers highlighting City Arts projects and work towards a comprehensive public art interpretive program, including mapping, maintenance and plaques. Coordination with Parks & Recreation has enabled local arts events producers to utilize city-owned kiosks as a marketing platform. A new bi-monthly e-newsletter informed more than 300 subscribers of ongoing projects, announcements and meetings. Additionally City Arts now has a Facebook presence and is looking into other options to pursue in FY10 to increase online interaction. Heightened City Arts visibility in the community yielded more Arts Commission applicants in FY09 than in prior years as well as a broader pool of skilled volunteers.

Volunteer Participation and Recognition

More than 2000 volunteer hours were dedicated towards City Arts activities in FY 2009. Arts Commissioner Linda Bixby and the Santa Cruz Sunrise Rotary Club were publicly recognized by City Council in FY09 as outstanding volunteers and civic members. Other volunteers of note include Lifelong Learners and former Arts Commissioners Nancy Meyberg, Gabriel Harrison and Kathleen Hilger who continue to devote their time to City Arts programs and projects. The same level of in-kind services is expected to continue throughout FY10.



ArtWORKS Awards

In November 2008 City Arts hosted the second annual ArtWORKS Awards ceremony to recognize outstanding business support of the Arts. The 2008 ArtWORKS award winners were:

- Michael Bethke (Individual Business Leadership)
- Joe and Debbie Quigg (Emerging Business Leaders)
- Silver Mountain Vineyards (Sustained Leadership)

150 attendees attended the ceremony and reception at the Museum of Art and History (MAH), which was followed by a tour of the SculpTOUR08 installation.

The 2009 ArtWORKS Awards, funded by the Redevelopment Agency is scheduled in conjunction with the People's Choice Awards and Santa Cruz de Tenerife Sister Cities Exhibit Silent Auction at the MAH on November 12, 2009.

Leadership Santa Cruz - Arts Day

In FY09 City Arts produced Leadership Santa Cruz' Arts and Culture Day, where 40 emerging Santa Cruz leaders were introduced to the Museum of Art and History, SculpTOUR,

Shakespeare Santa Cruz, the Kuumbwa Jazz Center, First Friday, Santa Cruz Film Festival and the Santa Cruz County Symphony. City Arts has been asked to reprise this role in FY10.

Public Art Academy

In FY09 City Arts partnered with the public art programs of the Cities of San Jose, San Francisco, Walnut Creek, Oakland and the Cultural Council of Santa Cruz County to create the first Northern California Public Art Academy. 52 Bay area artists (including nine Santa Cruz artists) were accepted into the program, which will consist of six sessions in FY10 with leading administrators, architects, public artists, etc. City Arts is administering the program, and the curriculum has been developed by the cities of San Jose and Oakland, whose administrators are both leaders in the field of public art. Session leadership will rotate. The curriculum is intended for emerging public artists and follows a design-based trajectory, from application to concept development, schematic, fabrication, and assistance in navigating insurance & contracts.



Integration of Arts into Planning Processes

As recommended in the Arts Master Plan, City Arts representatives were involved in the Riverfront / Lower Pacific Design Guidelines and Ocean St. corridor Planning teams. Both draft plans contain recommendations for integrating public art as a tool for beautification, place-making and economic development.

Roundabouts Public Art

In FY09 City Arts, in partnership with Water, Public Works and Redevelopment & Economic Development released an RFQ for public art to be integrated into the new beach area traffic roundabouts. Recognized as an opportune site for dynamic, ecologically-focused public artworks, project goals included creating a strong perceptual & physical link between downtown Santa Cruz, the wharf and beach area and the Monterey Bay National Marine Sanctuary Visitors Center. Funding for this project is provided by the Water Department 2% for Public Art fund and project goals were crafted in concert with Water staff. Over 100 submissions were received. The selection process involved City staff and Council and landscape and art professionals. Three finalists were selected and conceptual proposals commissioned, with artist Brower Hatcher's proposal selected for further design development.

In FY10 City Arts expects to bring Brower Hatcher's final design to City Council for recommendation to execute a contract for fabrication. In order to conservatively budget for successful integration into the Roundabouts construction project City Arts has added \$6,205 to the project budget to incorporate consultant and contingency needs.

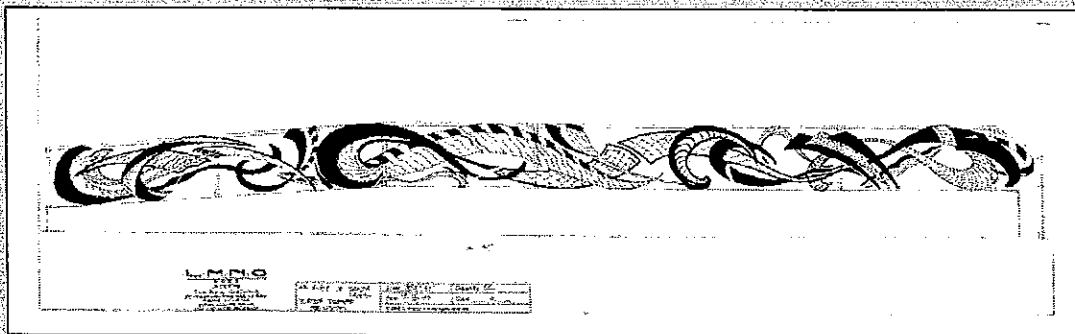
Graphic Traffic Boxes

City Arts plans to commission new artwork for four traffic boxes in FY10. These could be new or replacement boxes. Exact sites are still to be determined.

Union/Locust Public Art

In FY08 Water and Library staff approached City Arts with a proposal to allocate \$60,000 from the construction budget for the renovation of new City offices at 212 Locust St & 117 Union St toward public art at that site (the construction budget was not eligible for public art % funds).

LMNO Arts developed the design for the 212 Locust St. railing below, approved by the Arts Commission at its August 2009 meeting. Scope of work for 212 Locust St. will include railing and bracket fabrication, updating Locust St. landscaping and installation of new pipe railing adjacent to the Water Administration entrance to the building. Garth Edwards' design for 117 Union St. was conceived as a whimsical nod to the world of the imagination. Both projects are planned for fabrication and installation in FY10.

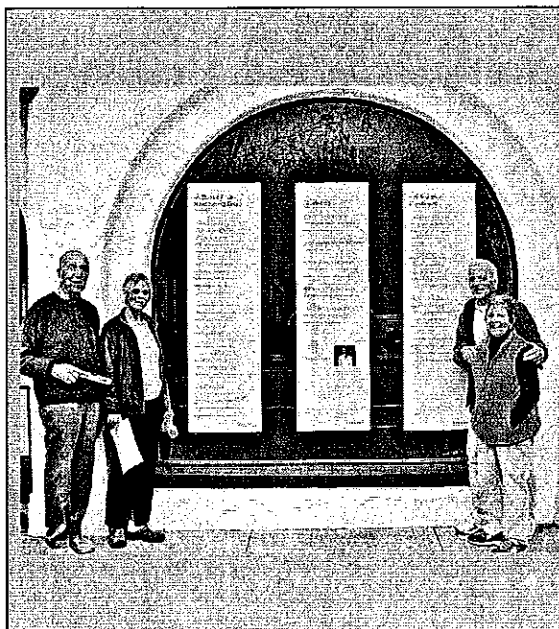
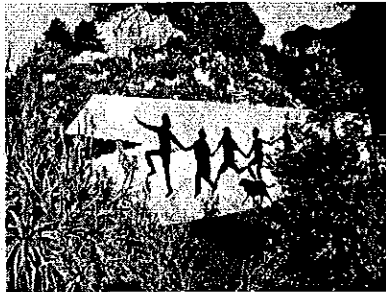


Public Art Gifts

In May 2008 public art staff was approached by a West Cliff resident interested in purchasing and donating 'Asa and Yehoshefat' a sculpture created by renowned artist Boaz Vaadia. Staff and subcommittee guided this proposal through the public art gifts policy process and the gift proposal was approved by City Council April 22, 2009. Installation is estimated for late Fall 2009. In FY10 the Arts Commission will consider a gift proposal from artist David Kimball Anderson for installation in the Woodrow Ave median.

Public Art Maintenance & Repair

FY09 public art maintenance projects included restoration of the Scope Park mural and re-fabrication and replacement of the Tom Scribner bow. In FY10 the Arts Commission will continue to prioritize maintenance projects as needs present themselves.



Storefront Galleries

The Storefront Gallery program was initiated in FY08, with the intent to rotate local artists' exhibits through empty storefront windows. Insurance and other issues involved with exhibiting artwork were ultimately determined cost-prohibitive, however in the past year a partnership formed with Poetry Santa Cruz and UCSC Lifelong Learners has enabled another storefront window solution to emerge. Four poetry installations were exhibited in empty storefront windows over the past nine months. These included favorite poems of local residents and poetry written by locals. The cost per exhibit averages \$250 which pays for design and printing. Hanging and exhibit curation are contributed through volunteer efforts. This project will continue in FY10.

Staffing

The public art program ordinance recommends 15% of the annual public art funding allocation be used for project support activities. FY10 City Arts staffing is comprised of one full time Arts Program Manager position which is funded as by the Public Art admin budget (20%), Planning Department (5%) and the Redevelopment Agency (75%).

Matching Grant Mural Program

The Redevelopment Agency and City Arts are anticipating completion of four matching grant mural projects in FY10. Projects at the following sites are in various stages of development:

- 2111 Mission St
- Eastside Parking Lot
- 1017 Pacific Ave
- 820 Swift St



UPCOMING PROJECTS - FY10 and beyond

City Galleries

In FY09 City Arts helped facilitate rotating art installations showcasing the work of local artists in four City offices. This occurred informally and without funding allocations, but current staffing is not able to manage further rotations. In FY10 the Arts Commission will consider allocating its discretionary funds toward hiring a curator to produce exhibits in the Water, Risk Management and Redevelopment Agency offices and in City Council Chambers.

Public Art Project Planning

Public art projects at the following sites are currently under consideration:

- Resource Recovery Facility Education Center (\$10K project; RFP planned for release in Spring 2010)
- Monterey Bay National Marine Sanctuary Education Center (\$120K project; design phase RFP anticipated for release Winter 2010)
- Bay St Reservoir (\$100K project; RFP planned for release Spring 2011)
- Desalination Plant (funding unknown; RFP planned for release Spring 2012)

Submitted by:

Bonnie Lipscomb
Executive Director, Redevelopment &
Economic Development

Approved by:

Richard C. Wilson
City Manager

Towns/Cities Assignments

Valerie – Sausalito, Menlo Park

Colleen – Tiburon, Santa Clara, Los Altos, Sunnyvale, San Jose, Palo Alto, Cupertino,

Mary – Gilroy, Morgan Hill, Walnut Creek, Pleasanton, Foster City

Regina – Los Gatos

Shawn – San Carlos, Campbell, Livermore

Penelope – Monterey, Beverly Hills

Marianne – Seaside

Jade – Saratoga, Santa Fe

David - Davis



Los Gatos Arts & Culture Commission



Survey of Arts Commissions Due to Maurine by December 16th

Town/City/Website: Cupertino

Contact Person/Phone #: Kim Smith (city clerk) – Fine Arts Commission – 777-3217

Annual Municipal Budget: _____

Annual Arts Budget:

Population: 53,000

Median Household Income: \$113,900

Spending Guidelines/Priorities	Public & private – 1% of project (public or private rebuild); property owner should choose artist
Scope of Activities	Distinguished Arts Awards and Emerging Artist Award - \$500 each; Arts grants; grants awards
Partnerships	Schools – show; work at museum – gift from sister city; library donated money for sculptor
Fees for Service	
Relationship to Museums	Schools



Los Gatos Arts & Culture Commission



Survey of Arts Commissions Due to Maurine by December 16th

Town/City/Website: Palo Alto

Contact Person/Phone #: Kelly Morariu/Darlene Katsanes 650-329-2452

Annual Municipal Budget: _____

Annual Arts Budget: \$50K/year for public art; \$13,500 for budget (print/mail/retreat)

Population: 57,000

Median Household Income: \$119,000

Spending Guidelines/Priorities	Only public art – no music or museums – 1% of all public project for outside art – private projects - 0
Scope of Activities	Decide where public art is to be placed (\$50K a yaer – RFP;s) (fountain project) – long term art plan; they have their own logo.
Partnerships	Local art foundations
Fees for Service	
Relationship to Museums	City own: Jr. Art Museum; Cubberly Center; PA (Art Center) (capital project)



Los Gatos Arts & Culture Commission



Survey of Arts Commissions Due to Maurine by December 16th

Town/City/Website: San Carlos/CA/www.cityofsancarlos.org/meetings/art/default.asp

San Carlos Arts Commission

Contact Person/Phone #: Donna Dillard – 650.902.4166

Annual Municipal Budget: \$25 M

Annual Arts Budget: \$0 (Parks & Rec - \$5M)

Population: 27,718 (2006)

Median Household Income: \$88,460 (2006)

Spending Guidelines/Priorities	Public arts is new. Just now starting to meet and set public art policy. They go through RFP regarding public art component. Art Selection Committee.
Scope of Activities	Concerts in the park. Arts Commissioners work with Parks and Recreation for summer concert series, cultural festivals, public art displays. The Arts & Culture Commission proposes various art programs, events, etc., but they do so through Parks & Rec, which has the spending power.
Partnerships	Part of County events/regional – none – other commission in San Mateo County – South San Francisco
Fees for Service	n/a
Relationship to Museums	San Carlos Museum of History, Arts Commission is a liaison on museum board. Facility is owned publicly nonprofit runs it with funding requests. Heller Aviation Museum is private.



Los Gatos Arts & Culture Commission



Survey of Arts Commissions Due to Maurine by December 16th

Town/City/Website: San Jose (under Office of Public Affairs) www.sanjoseculture.org

Contact Person/Phone #: Kerry Adams-Haphner/Barbara Goldsley

Annual Municipal Budget: _____

Annual Arts Budget:\$3m - grants

Population: 950,000

Median Household Income: \$76,900

Spending Guidelines/Priorities	1% of cost of building for public art but can give slightly less and put in kitty for a larger piece. 9.5% of 10% hotel tax goes to support all the arts.
Scope of Activities	(1) Art education awards; art education ea. Year; 1 parent, etc. ; (2) art grants - \$3m ; (3) special events (370 outdoor events); (4) public art
Partnerships	Libraries
Fees for Service	All public building (or buildings with any public subsidy) must commission art or give money.
Other	Group as advocate for arts – go to council meetings - political weight.



Los Gatos Arts & Culture Commission



Survey of Arts Commissions Due to Maurine by December 16th

Town/City/Website: Sunnyvale

Contact Person/Phone #: Cathy Merrill – 730-7531

Annual Municipal Budget: _____

Annual Arts Budget: budget based on 1% of projects

Population: 130,000

Median Household Income: \$80,000

Spending Guidelines/Priorities	Private projects – 1% of overall cost of project; public projects – 1% of overall cost. Redevelopment monies – look for main sections.
Scope of Activities	Rank alternatives – prioritize/study/etc. approve art projects; private project & give 1% to be commission to do as they wish.
Partnerships	Work closely with planning commission – Sunnyvale Community Theater contract with players to use facilities.
Fees for Service	
Relationship to Museums	Art Exhibits in library/theatre.



Los Gatos Arts & Culture Commission



Survey of Arts Commissions Due to Maurine by December 16th

Town/City/Website: Tiburon

Contact Person/Phone #: Joan Palmero 415/435-7373

Annual Municipal Budget: Heritage & Arts Commission

Annual Arts Budget: \$2-3,000/year

Population: 9,000 Median Household Income: \$106,000

Spending Guidelines/Priorities	No % of tax in public or private. When Council decides they want art – commission does RFP. Local folks fundraiser.
Scope of Activities	Hosts 12 artist receptions a year – feature local artists – 2 mos. At show – send invitations.
Partnerships	International Film Fair; Annual Art Festival; Concert series; select artist laureats each year. They donate (small amount) to each every year.
Fees for Service	25% of sales at artist's xxxxx goes back to help fund arts projects – account up to \$15,000.
Relationship to Museums	



Los Gatos Arts & Culture Commission



Survey of Arts Commissions Due to Maurine by December 16th

Town/City/Website: Town of Los Altos – www.ci.los-altos.ca.us

Contact Person/Phone #: Greg Milano/Beverly Tucber – 650-947-2700

Annual Municipal Budget: _____

Annual Arts Budget: \$4,000 (approximately)

Population: 28,000 Median Household Income: _____

Spending Guidelines/Priorities	Outdoor public art.
Scope of Activities	Subgroup of Park/Rec & Arts Commission meeting regularly (Public Sculpture committee solicits loaned sculptures (have about 20 - half loaned – half permanent) – 2 year minimum; selects pieces and location – send request for proposals to Arts
Partnerships	Contact for admim of museum
Fees for Service	
Relationship to Museums	City pays \$65,000/each year for contract to operate history museum – building and land owned by Town.



Los Gatos Arts & Culture Commission



Survey of Arts Commissions Due to Maurine by December 16th

Town/City/Website: Santa Clara

Contact Person/Phone #: Pam Morrison – 615-2219 (reports to City Manager)

Annual Municipal Budget: _____

Annual Arts Budget: \$75,000 – from general fund

Population: 110,000

Median Household Income: \$75,600

Spending Guidelines/Priorities	
Scope of Activities	\$6,000 banner competition – call for rep; rf submission; reception for winner and prize \$250; indoor sculpture competition – every other year/show; design of traffic facilities; award grants to opera -
Partnerships	Sister city; display art in libraries
Fees for Service	
Relationship to Museums	Gives almost \$300,00 to museum - Triton



Los Gatos Arts & Culture Commission



Survey of Arts Commissions Due to Maurine by December 16th

Town/City/Website: Town of Los Gatos www.losgatosca.gov

Contact Person/Phone #: Regina Falkner 354-6888

Annual Municipal Budget: \$33 Million

Annual Arts Budget: \$50,000 plus \$152 in-kind donations of leased facilities

Population: 30,000

Median Household Income: \$94,300

Spending Guidelines/Priorities	Commission proposed projects are considered through the Town's annual budget preparation process. Funding applications from non-profit agencies are considered every two years; applications are evaluated against specified funding criteria. See attached for currently funded programs.
Scope of Activities	Music in the Park, Art in the Council Chambers, Public Art, History and Art Museum, Screen on the Green, Fourth of July. Many other arts activities are offered in the community (see inventory.)
Partnerships	All of the funded/supported agencies including, but not limited to, LG Museum Association, LG Music and Arts.
Fees for Service	Entrance fees are charged by some of the funded agencies.
Relationship to Museums	LGMA is provided two facilities at no cost. The annual rental value is approximately \$152,000. In addition, the Town provides a grant of \$12,430 for utility and janitorial costs and covers the cost of all capital items.

CITY INFORMATION – ART & CULTURE COMMISSION

City	Public Tax Revenue	Public Tax Revenue	Budget
Sunnyvale	1% (% of project)	1% overall cost	Based on 1%
Palo Alto	1%	n/a	\$50K for public art plus \$13,500 from budget
Los Altos	n/a	n/a	\$4K
Cupertino	1 to 2% of new property	¼ to 1%	\$10,000
Santa Clara	1%	1%	\$75,000 general fund
Tiburon	n/a	n/a	\$3K
San Jose	1.5% of 10% hotel tax	1% or gift of cash plus 2% of redevelopment	\$3M and public art tax



MEMORANDUM

COMMUNITY DEVELOPMENT DEPARTMENT

To: Arts and Culture Commission

From: *WR* Wendie Rooney, Director of Community Development

Subject: Review of Draft 2020 General Plan Relevant Goals, Policies, and Actions to the Arts and Culture Commission

Date: March 10, 2010

SUMMARY AND BACKGROUND:

Over the past 15 months, the Town has been preparing a focused update to the 2000 General Plan. The Public Review Draft General Plan and Draft Program Environmental Impact Report (DEIR) are due to be released on March 10, 2010. During March, April, and May, staff will be soliciting input from the Town's boards, commissions, and committees that have purview over programs, goals, policies, and actions in the General Plan. The General Plan Update Advisory Committee (GPAC), the Council-appointed body overseeing the General Plan update, will review this input and ultimately forward it to the Town Council for its consideration during the review and adoption of the 2020 General Plan, which is scheduled to occur in August.

This report outlines the relevant Arts and Culture Commission General Plan Goals, Policies, and Actions. Moreover, for background purposes, the report also includes the Town Council's direction on the General Plan update, summarizes State requirements and guidance for General Plans (Attachment 1), and includes FAQ's and background information on the Draft General Plan (Attachment 2).

ANALYSIS:

General Plan Update Scope: The Town completed a comprehensive update to its General Plan in 2000. While General Plans are typically updated every 15 to 20 years, in March 2007 the Town Council directed staff to prepare a work plan to update various sections of the General Plan. The Town Council indicated that the overall General Plan was serving the community well, but an update was desired to consider new issues that had arisen since the plan's adoption in 2000. The Town Council noted that the update would provide an opportunity to refine existing policies that may not be serving the community as intended or lack clarity, revise information that is no longer current, and remove implementation measures or action items that were completed. In addition to the aforementioned revisions, the Town Council directed the update to include new and/or refinement of the existing goals, policies, and action items related to the following topics:

- Recreation, Parks and Open Space
- Environment and Sustainability
- Youth Needs
- Senior Needs

The Town Council appointed the GPAC to oversee the update. The GPAC reviewed and made modifications to the existing goals, policies, and action items; and reviewed and endorsed new goals and policies related to the four focus areas during the summer of 2009. The draft General Plan incorporates the GPAC's recommendations.

State Requirements for General Plans: California state law requires each city and county to adopt a general plan “for the physical development of the county or city, and any land outside its boundaries which bears relation to its planning.” The General Plan expresses the community’s development goals and embodies public policy relative to the distribution of future land uses, both public and private. The State Office of Planning and Research has prepared *General Plan Guidelines* that serve as a valuable reference for communities that are preparing General Plans. These guidelines are included in Attachment 1 to assist the Arts and Culture Commission as it reviews the draft goals, policies, and actions that are related to its charge, which is to both encourage the development of art, drama, music, and other creative activities in Town and advise the Town Council on issues and needs related to these areas.

General Plan Organization: Each element or chapter of the Draft 2020 General Plan contains background information, guiding principles, and a series of goals, policies, and actions. Goals, policies, and actions are defined as follows:

♦ **Goals:** A goal is a description of the general desired result that the Town seeks to create through the implementation of its General Plan.

♦ **Policies:** A policy is a specific statement that guides decision-making as the Town works to achieving a goal.

♦ **Actions:** An action is a program, implementation measure, procedure, or technique intended to help achieve a specified goal.

These goals, policies, and actions provide guidance to the Town on how to direct change and manage its resources over the next 10 years. As many of these are long term in nature, not all may be fully realized during the planning period due to fiscal constraints.

Relevant Arts and Culture Commission General Plan Goals, Policies, and Actions (contained in the Human Services Element/Chapter):

Pursuant to the Draft General Plan:

The Human Services Element in the General Plan provides a venue for bringing human concerns into the physical planning process. Human Services are those services in the community, both public and private, designed especially to meet the social, health, safety, communication, education, and artistic needs of people.

The Draft General Plan includes the following new introduction to the Arts and Cultural Enrichment Section of the Human Services Element/Chapter:

Arts and Cultural Enrichment

Los Gatos has a thriving arts community that is invaluable to people of all ages in the Town. The Town has committed to protecting and promoting its cultural resources, including theaters, museums, art galleries, and public art. The Town also strives to further attract and encourage performing arts in Los Gatos, including live theater, music, and dance.

Los Gatos' Arts Commission and Art Selection Panel are actively involved in promoting cultural events and public art displays in the Town. The Arts Commission is an advisory group to the Town Council and works to encourage the development of music, drama, art, and other cultural and creative activities in Town. The Art Selection Panel reviews proposals for public artwork that is loaned, purchased, or commissioned by the Town and makes recommendations to the Arts Commission. The Arts Commission plans Music in the Park, a summer Sunday afternoon concert series that is free to the public and hosted annually at the Civic Center Park, and the annual July Fourth Concert Celebration. The Commission also manages public artwork in the Council Chambers and installation of public art at the Civic Center.

Los Gatos also has two museums – the Art Museum of Los Gatos, located in a former firehouse on historic Tait Avenue, and the History Museum of Los Gatos, located in the Forbes Mill annex. The Town also supports non-profit organizations, ranging from the Los Gatos Arts Association to A Place for Teens, which host various music and arts programming.

Please note that the above General Plan excerpt will be changed to reflect the Commission's name change and the Art Selection Panel's name change.

Relevant Arts and Culture Commission Goals, Policies, and Actions, are as follows:

- Goal HS-12 To enrich the Town by making visual arts, the performing arts and other cultural amenities more accessible to the Town's residents. (2000 General Plan Goal carryover)
- Policy HS-12.1 Encourage public art in all new development. (2000 General Plan Policy carryover)
- Policy HS-12.2 Encourage art related uses (theaters, museums, art galleries) in new and remodeled retail development. (2000 General Plan Policy carryover)
- Policy HS-12.3 Limit the conversion of museums and theaters to non-art related uses. (2000 General Plan Policy carryover)
- Policy HS-12.4 Continue to support music in the plaza. (2000 General Plan Policy carryover)
- Policy HS-12.5 Encourage public and private facilities to host performing art events. (2000 General Plan Policy carryover)

- Policy HS-12.6 Encourage private/public funding, development and operation of cultural amenities, activities and centers consistent with the small town character of Los Gatos. (2000 General Plan Policy carryover)
- Policy HS-12.7 Study the feasibility of a performing arts center for the Town, including options for location and financing. (2000 General Plan Policy carryover)
- Action HS-12.1 Develop design guidelines to encourage incorporation of art and art-related uses in new and remodel developments. (2000 General Plan Action carryover)

The following Goals, Policies, and Actions are from the New Youth Section of the Human Services Element/Chapter:

- Goal HS-3 To expand youth programs and services offered within the Town. (New Goal)
- Policy HS-3.2 Coordinate with local non-profits and agencies such as the Los Gatos-Saratoga Recreation District to provide opportunities for and participation in music, visual, and performing arts programs. (New policy)
- Policy HS-3.3 Encourage youth art by periodically displaying youth artwork in gallery space in Town Council Chambers and the Civic Center. (New policy)
- Action HS-3.1 Develop a program to offer Town sponsored events geared toward youth and teens, such as arts and cultural fairs, educational activities, and music concerts. (New Action)

CONCLUSION AND RECOMENDATIONS:

As noted, the Town Council-directed General Plan update largely focused on incorporating new programs, goals, policies, and actions in the areas of Recreation, Parks and Open Space, Environment and Sustainability, Youth Needs, and Senior Needs. Consequently, very few new goals, policies, or actions related to community arts and culture were added. However, the existing goals, policies, and actions are very relevant and will serve the community well over the next 10 years until the Town commences a comprehensive General Plan update.

Staff recommends that the Commission review the existing and new goals, policies, and actions, and provide input for GPAC and Town Council consideration.

Attachments:

Attachment 1: State requirements and guidance for General Plans

Attachment 2: FAQ's and information on the Draft General Plan

California State General Plan Guidelines

The State Office of Planning and Research has prepared *General Plan Guidelines* to assist communities with the preparation and adoption of General Plans. The *General Plan Guidelines* are advisory and serve as the State's only official document explaining California's legal requirements for General Plans. Pursuant to the *General Plan Guidelines*, a reviewing body should consider the following factors when determining the adequacy of a new or revised General Plan:

- Is the Plan complete (does it have all seven mandatory elements)?
- Is the Plan informational and readable to the public?
- Is the Plan internally consistent?
- Is the Plan consistent with State policy?
- Does the Plan cover all territory within its boundaries of the jurisdiction?
- Is the Plan long-term in perspective?
- Does the Plan address all locally relevant issues?
- How old is the plan?
- Does it contain the statutory criteria required by State Law as demanded by the Courts?
- Are the Plan's maps and diagrams adequate?
- Does the Plan serve as an adequate yardstick?
- Does the Plan contain Actions or Implementation Measures?
- Is the Plan procedurally correct?
- Was the Plan adopted properly?
- Did the Plan receive proper environmental review?

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Draft 2020 General Plan Background and Frequently Asked Questions

The Town is entering the final phase of the 2020 General Plan update process. Throughout the process the Town has asked residents to help define what kind of Town they want to live in and to build for the next generation. As a result, the General Plan update process has looked to refine the *2000 Town of Los Gatos General Plan* based on four focus areas:

- **Environment and Sustainability**
- **Parks and Recreation**
- **Youth Needs**
- **Senior Needs**

Because the process has been guided by community participation, the 2020 General Plan will serve as a blueprint accurately reflecting the community's vision for the next generation.

The overall objectives of the 2020 General Plan update process are to ensure that Los Gatos:

- ◆ Is a full-service community that is also environmentally sensitive.
- ◆ Maintains a balanced, well-designed mix of residential, commercial, service, and open space uses, fostering a pedestrian-oriented community consistent with a small town character.
- ◆ Maintains and expands existing park and open space land to maintain and enhance quality of life and promote sustainability.
- ◆ Meets the changing needs of the Town's youth and senior populations.
- ◆ Supports an active business community that provides a wide variety of goods and services and a broad range of employment opportunities, minimizing the need to travel to other communities.
- ◆ Provides a well-run, efficient municipal government that is fiscally healthy with high levels of public safety, recreational, art, and cultural amenities, and that is committed to high quality of life.
- ◆ Promotes a sustainable and environmentally conscientious community through conservation of resources, reducing greenhouse gas emissions, and smart-growth practices.
- ◆ Provides housing that meets the needs of a diverse community.

FAQ's

Why update a General Plan?

The General Plan is a policy document that assists and guides property owners, Town staff and elected and appointed officials on land use and development in Los Gatos. All Cities, Towns, and Counties must have a General Plan and must regularly update that General Plan to keep it current. All General Plans are legally required to address certain topics, including land use, conservation, open space, transportation, housing, safety, and noise.

How is the General Plan Used?

The Town Council and Planning Commission use the General Plan to evaluate specific development proposals, consider land use changes, support various Town programs, and make funding and budget recommendations and decisions. Town staff uses the General Plan to regulate building and development and to make recommendations on projects to the Planning Commission and the Town Council. Residents, neighborhood groups, and developers also use the General Plan to understand the Town's long-range plans and to evaluate specific development proposals.

Are all General Plans the Same?

Yes and no. While the State requires seven mandatory elements in a General Plan; including Land Use, Housing, Circulation, Conservation, Open Space, Noise and Safety; communities can customize their General Plans and include policies, goals, and actions that reflect their unique needs. For example, Los Gatos has the Community Design, Human Services, Vasona Light Rail and Route 85, and the Environment and Sustainability Elements that provide guidance for these important community programs and values.

How Frequently are General Plans Updated?

As the long-range vision or blue print, communities generally complete a comprehensive update of their General Plans every 10 to 15 years. Often, such as in the case of Los Gatos, the General Plan will be updated at an interim period to address new issues or needs that have arisen since the last comprehensive update or to remove programs and actions that have been completed. The only exception to this rule is the Housing Element, which by State Law is to be updated approximately every five years.

How long does it take to update a general plan?


Most communities update their plans through extensive community outreach and input. Consequently, an update, whether it is comprehensive or focused, can take two to three years to complete. Los Gatos began its update in early 2008 and anticipates completing the plan by mid 2010.



MEMORANDUM

Community Services Department

To: ARTS AND CULTURE COMMISSION

From: MONICA RENN 
COMMUNITY SERVICES DEPARTMENT

Subject: KEN JOHNSON'S PUBLIC ART GIFT/LOAN APPLICATION
FOR INFORMATION ONLY

Date: MARCH 4, 2010

Recommendation: FOR INFORMATION ONLY

Background

The Town of Los Gatos received an application from local artist Ken Johnson on January 26, 2010. Mr. Johnson indicated that he has a cast bronze sculpture of a cat that he wants to gift to the Town for placement in the new Library. He also indicated that he would consider other placement options. This artwork is valued at \$14,500 which requires review and recommendation by the Public Art Subcommittee and Arts and Culture Commission, with final approval by Town Council per the Public Art Selection Policy and Procedures.

Discussion

The Public Art Subcommittee met on February 25, 2010 to review the application, possible placement options and acceptance criteria set forth by the Public Art Selection Policy. Mr. Johnson indicated his first choice would be to have his artwork displayed in the new Library. Since the Library has not yet been built, the Town is not in the position to consider public art for the space at this time. Staff provided the Subcommittee with an inventory of available locations for the artwork. The Subcommittee recommended the artwork be placed in the Town Clerk's office on the countertop. Staff contacted Mr. Johnson to discuss the subcommittee's recommendation and he replied as follows:

"I was hoping that my bronze cat could find a permanent home in the new library. It is a large bronze piece that commands attention. It needs a prominent location that can be walked around, and it needs the viewing height created by its base. The color, texture, material, and design of the base are an integral part of the sculpture. I appreciate your offer of an alternative location. However, the suggested location would not work for this sculpture."

Staff followed up with a phone call to Mr. Johnson, he indicated would like to wait until the Library is constructed, then consider reapplying to gift his artwork. This particular sculpture was not created to withstand the elements so outdoor placement is not a feasible option.

Conclusion

At the direction of the Artist, Ken Johnson, this application for the acceptance of Public Art is being withdrawn until further notice.

Approved by: Regina Falkner 
Community Services Director